

# CPD EVENT RECORD

## MARKETING - AVOID THE "SHYG"

with Gilly Woodhouse

**Live Event:**  
Learning  
With Others

This broadcast concerned marketing: overcoming the communication obstacles to delivering good patient care. In particular, concern was voiced at the expression "See How You Go", because it can often leave patients feeling unsupported and even reluctant to book in for further treatment when needed. There is a fine ethical line between recommending unnecessary treatment and ensuring that patients achieve their goals; with this in mind, it is key to establish those goals early on.

### Chiropractic Code 2016

**A** Put the health interests of patients first

A1 A2 A3 A4 A5 A6 A7

**C** Provide a good standard of clinical care and practice

C1 C2 C3 C4 C5 C6 C7 C8 C9

**E** Obtain informed consent for all aspects of patient care

E1 E2 E3 E4 E5 E6 E7

**G** Maintain, develop and work within your professional knowledge and skills

G1 G2 G3 G4 G5 G6

**B** Act with honesty & integrity. Maintain the highest standards of professional/personal conduct

B1 B2 B3 B4 B5 B6 B7 B8 B9

**D** Establish and maintain a clear professional relationship with patients

D1 D2 D3 D4

**F** Communicate properly and effectively with patients, colleagues and other healthcare professionals

F1 F2 F3 F4 F5 F6

**H** Maintain and protect patient information

H1 H2 H3 H4 H5 H6 H7

### Certification

This certificate confirms that  
**Daniel Di Marcantonio**  
participated in this CPD event

  
S L BRUCE, APM Director

**45**  
minutes

**Learning with Others**  
Live, online discussion  
19<sup>th</sup> January 2023

### Confirmation

I confirm that this is an accurate reflection of my learning during this event.

Signed: .....

### Osteopathic Practice Standards 2019

**A** Communication and patient partnership

A1 A2 A3 A4 A5 A6 A7

**B** Knowledge, skills and performance

B1 B2 B3 B4

**C** Safety and quality in practice

C1 C2 C3 C4 C5 C6

**D** Professionalism

D1 D2 D3 D4 D5 D6  
D7 D8 D9 D10 D11 D12

Objective Activity: None  
Communication & Consent: No

  
Academy  
of PHYSICAL MEDICINE

### Evaluation, Reflection and Impact on Practice (this part of the certificate is **not** automatically generated - it has been entered by the participant)

This was a good reminder that, in an effort to minimise their appointments, one can sometimes deter patients from seeking necessary treatment. Having clear outcome goals is a good way for both sides to decide when treatment has been successful.